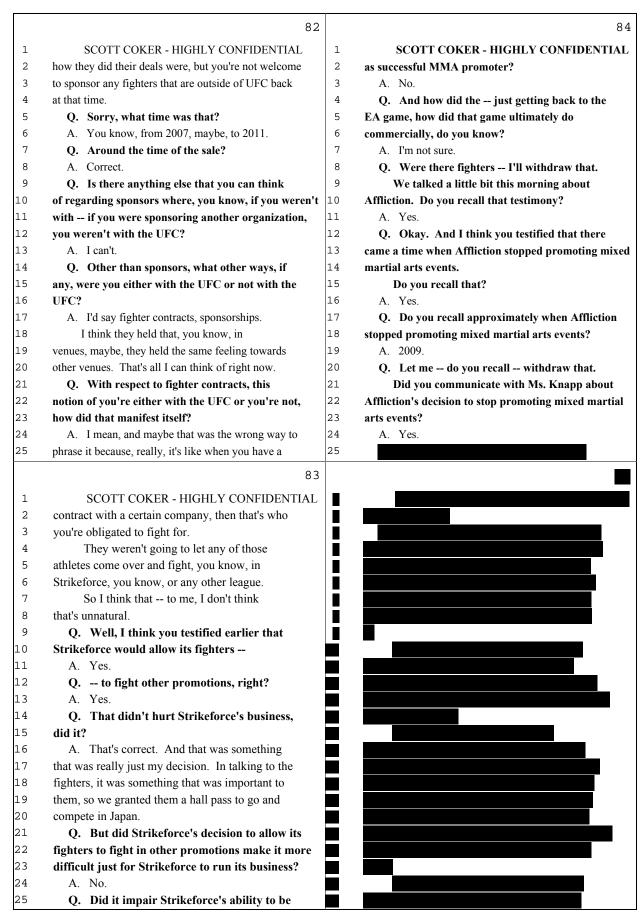
## Exhibit 20

Deposition of Scott Coker
(August 3, 2017)
(excerpted)

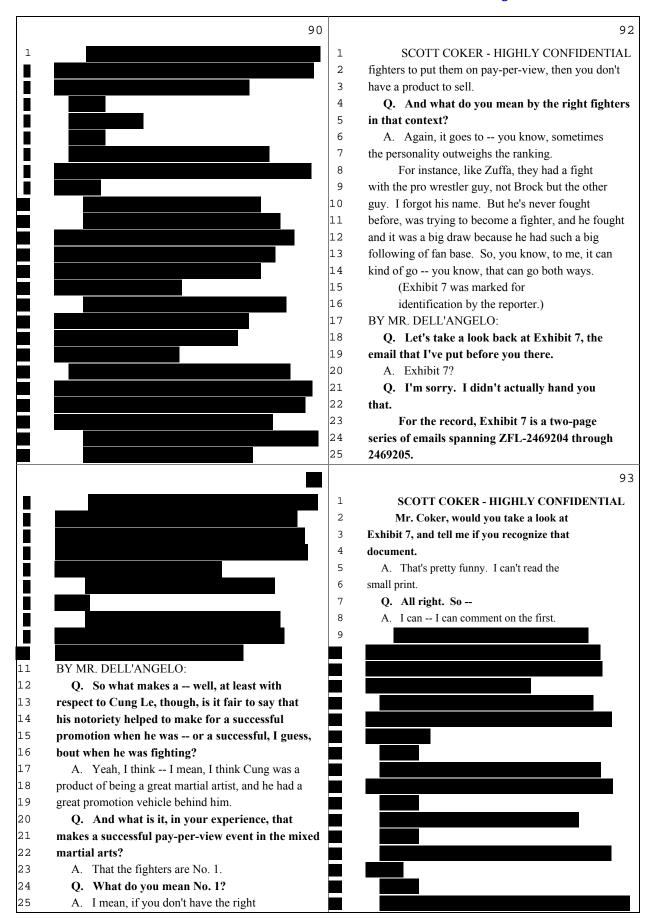
```
1
           UNITED STATES DISTRICT COURT
               DISTRICT OF NEVADA
 CUNG LE; NATHAN QUARRY, JON
 FITCH, on behalf of
 themselves and all others
 similarly situated,
           Plaintiffs,
           vs.
                               ) Case No.
                                 2:15-cv-01045-RFB-(PAL)
 ZUFFA, LLC, d/b/a Ultimate
 Fighting Championship and
 UFC,
           Defendant.
               HIGHLY CONFIDENTIAL
             VIDEOTAPED DEPOSITION OF
                   SCOTT COKER
              LOS ANGELES, CALIFORNIA
                  AUGUST 3, 2017
                    9:09 a.m.
REPORTED BY:
CYNTHIA K. DURIVAGE, CSR #451
JOB NO. 51251
```



22 (Pages 82 to 85)



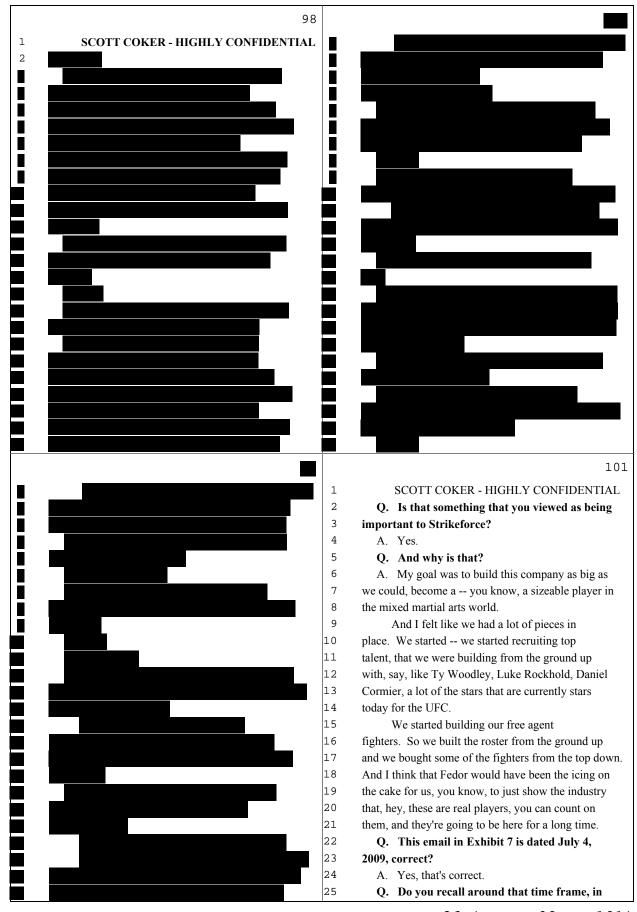
23 (Pages 86 to 89)



24 (Pages 90 to 93)

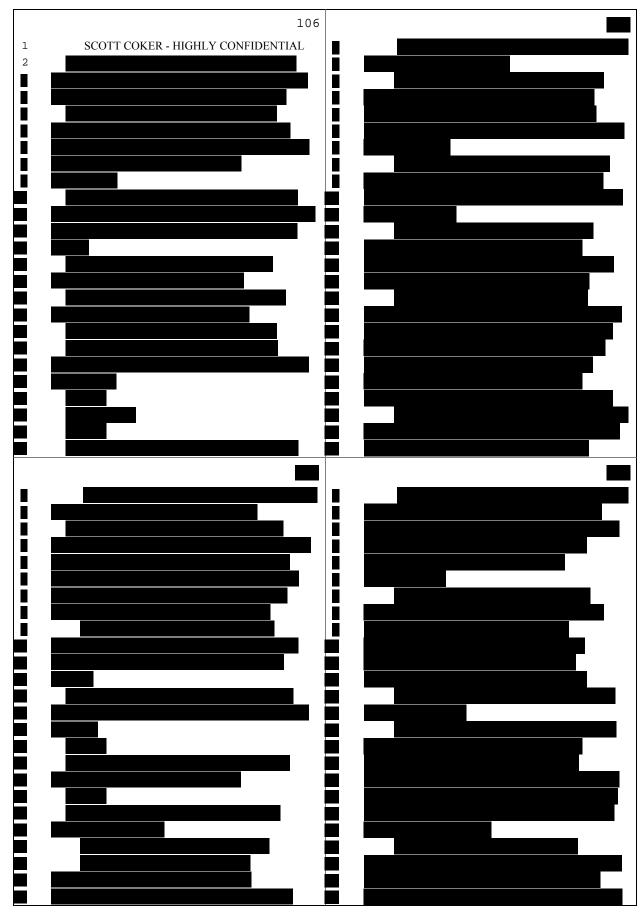


25 (Pages 94 to 97)

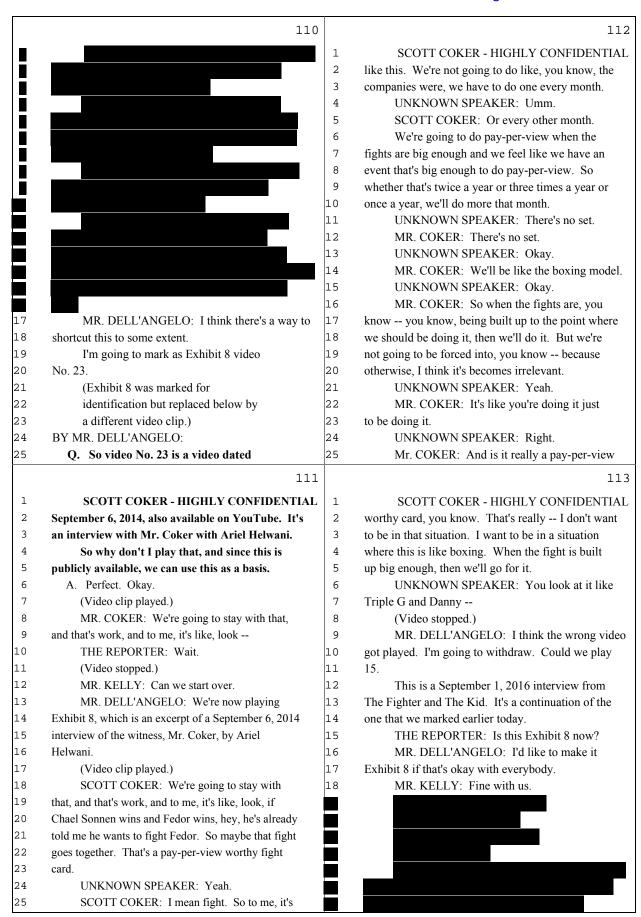


26 (Pages 98 to 101)

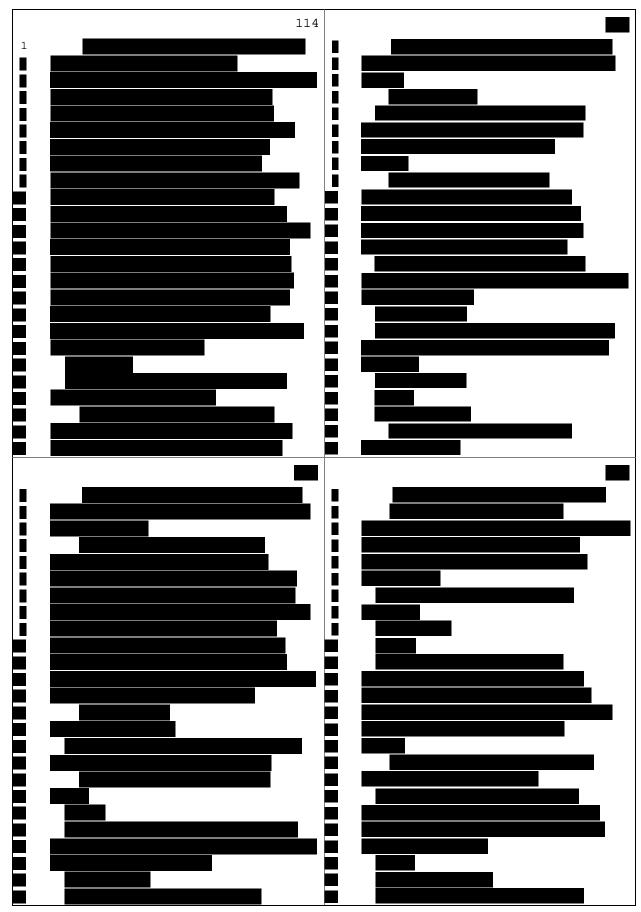
104 102 1 SCOTT COKER - HIGHLY CONFIDENTIAL SCOTT COKER - HIGHLY CONFIDENTIAL 2 2009, did Strikeforce acquire fighters from any other 2 momentum, income was pretty much -- those two years 3 3 promotion? was pretty much like a hockey stick. In a down 4 A. Yes. 4 economic time, we were not impacted by the economy 5 O. And what promotion was that? 5 because we were still packing the stadium, we had 6 6 A. In 2009, we acquired Pro Elite. great ratings, and we were putting butts in seats. 7 7 Q. And what was Pro Elite? When I think about that time period for 8 A. Pro Elite was a struggling mixed martial 8 Strikeforce, I think that it was a great time for the 9 arts fight company based out of Los Angeles. They --9 company because we had just acquired all these great 10 10 well, at this time, we already had acquired them. fighters, we already had great fighters. We were 11 11 This is prior to this. buying more fighters, we were starting to build more 12 Q. Right. So the email in Exhibit 7 is 12 fighters. And we had a great TV deal, and you know, 13 sometime later in 2009, Strikeforce had already 13 once you added Showtime and CBS, Strikeforce became 14 14 acquired Pro Elite? really a regional brand to become a national brand. 15 15 A. That is correct. And my thought, honestly, Q. And was Strikeforce becoming a stronger was in October of '10 -- I'm sorry -- October of '08 16 16 competitor to the UFC at that time? 17 is when we acquired Pro Elite. 17 A. Yes. 18 So that's my belief. So we acquired 18 O. And was Strikeforce competing with the UFC 19 Pro Elite, which had the CBS, Showtime contracts. It 19 for top talent at that time, that is, fighters? 20 had Nick Diaz' contract, Robbie Lawler's contract, it 20 A. The only fighter that I would think that we 21 had Gina Carano's contract. So we acquired a lot of 21 were both after that we really wanted was Fedor. 22 22 these great fighters at the end of '08. Q. In terms of -- in terms of top fighters? 23 23 Q. How did the acquisition -- well, let me A. Because we had just acquired all these 24 withdraw that. 24 great fighters, and we only had so many TV dates. 25 Did Pro Elite include any other MMA brands 25 So, you know, the house is pretty full, if you can 105 103 1 SCOTT COKER - HIGHLY CONFIDENTIAL SCOTT COKER - HIGHLY CONFIDENTIAL 1 2 that Strikeforce acquired? 2 understand what I mean by that. 3 A. No, because it was not a purchase of the 3 So we were looking for that one fighter 4 entire company, it was just an asset purchase. So we 4 that could make a big impact, and we wanted to get 5 plucked out certain things that we wanted and left a 5 Fedor on our roster. 6 lot of things that we didn't want. 6 Q. At that time, how would you characterize 7 7 Q. How did Strikeforce's acquisition of Strikeforce's heavyweight division? 8 8 A. The thought behind getting Fedor, honestly, **Pro Elite impact Strikeforce's business?** 9 9 A. When you have great fighters, great was to put together I mean arguably the greatest 10 10 personalities, a great TV deal, then you can get heavyweight tournament ever in the history of MMA, 11 great sponsorships, and you know, that's what helps 11 especially North America. 12 you drive your business. 12 And we already had Alistair Overeem, we had 13 13 Q. Is it your view, then, that without things Fabricio Werdum, we had Josh Barnett. We had Brett 14 such as great fighters, you can't do those other 14 Rogers. We had Big Foot Silva, and we had Andrei 15 things, like attract great sponsors, et cetera? 15 Arlovski. 16 A. It makes it very difficult. 16 And I wanted to put Fedor on a roster so I 17 17 Q. How would you -- how would you characterize could put him in this tournament because I knew that 18 18 the -- I guess Strikeforce around the -- as an MMA this was a tournament that was going to be a 19 promotion at the time of the Pro Elite acquisition? 19 significant difference maker in our sport. 20 20 How would you characterize its trajectory in the MMA Q. How did you think that Strikeforce's 21 21 marketplace? heavyweight division compared to the UFC's 22 A. Clearly, No. 2 in the marketplace. I mean, 22 heavyweight division in 2009? 23 UFC had a 20-year, you know, first in market 23 A. Yeah. In 2009 and '10, we had more top 10 24 24 rated heavyweights than the UFC did. So arguably, we 25 But I think we were gaining ground, gaining 25 had a better heavyweight division than they did. 27 (Pages 102 to 105)



28 (Pages 106 to 109)



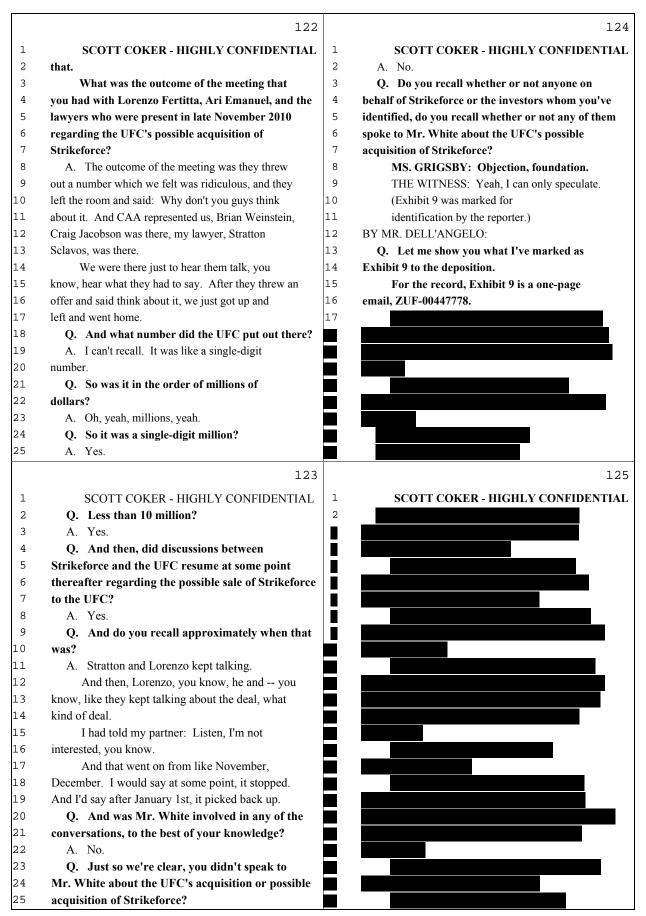
29 (Pages 110 to 113)



30 (Pages 114 to 117)



31 (Pages 118 to 121)



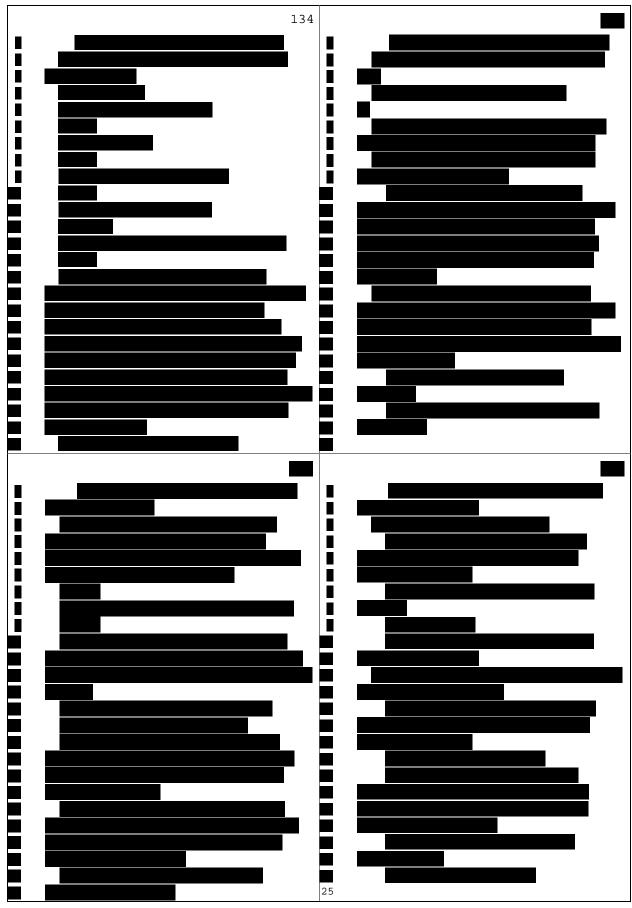
32 (Pages 122 to 125)



33 (Pages 126 to 129)

	130		132
1	SCOTT COKER - HIGHLY CONFIDENTIAL	1	SCOTT COKER - HIGHLY CONFIDENTIAL
2	A. No.	2	Q. Okay. Are there other fighters that you
3	Q. Did you believe that it was necessary to	3	can think of that the UFC acquired from Strikeforce
4	make derogatory comments about Dana White or other	4	that went on to be contenders for a championship in
5	executives at the UFC in order to have a successful	5	the UFC?
6	promotion at Strikeforce?	6	A. With Gregor Mushashi, Jacare Souza.
7	A. No.	7	The Cuban fighter, what's his name? I
8	Q. Did you believe that you needed to engage	8	forgot his name. But he's pretty prominent right
9	in the other types of conduct that the UFC engaged	9	now.
10	in, such as with respect to venues or sponsors at	10	Q. How about Alistair Overeem?
11	Affliction and Tapout that you testified about in	11	A. Yes. Alistair Overeem, Fabricio Werdum,
12	order to have a successful MMA promotion at	12	Josh Barnett, Big Foot Silva.
13	Strikeforce?	13	Q. That's Antonio Silva?
14	MS. GRIGSBY: Objection to form, compound.	14	A. I believe so. They're all named Silvas. I
15	THE WITNESS: No, it's just not my style of	15	get confused.
16	doing business.	16	Q. How about Gilbert Melendez?
17	BY MR. DELL'ANGELO:	17	A. Yes. Gilbert Melendez. Josh Thompson.
18	Q. Notwithstanding whether or not it's your	18	Q. Did Gilbert Melendez go on to become a
19	style, which I appreciate, did you think it was	19	championship contender in the UFC?
20	necessary for you to engage in that sort of behavior	20	A. Yes.
21	in order to have a successful promotion at	21	Q. He was acquired by UFC from Strikeforce?
22	Strikeforce?	22	A. Yes.
23	A. No.	23	Cung Le.
24	MS. GRIGSBY: Objection to form.	24	Q. And how about Dan Henderson?
25		25	A. Yes, Dana Henderson got acquired.
	131		133
1	SCOTT COKER - HIGHLY CONFIDENTIAL	1	SCOTT COKER - HIGHLY CONFIDENTIAL
2	BY MR. DELL'ANGELO:	2	Q. And he went on to be a championship
3	Q. So did there come a time when I think	3	contender in the UFC?
4	you've already testified, there came a time in March	4	A. Yes. In fact, I think his last fight was
5	of 2011, correct, when Strikeforce acquired UFC	5	against Michael Bisping and he lost.
6	I'm sorry, withdraw that.	6	Q. And who was Michael Bisping at the time of
7	I think you testified earlier that in March	7	
	44044 C. H. 4		that fight?
8	of 2011, Strikeforce was acquired by the UFC,	8	that fight?  A. The current middleweight champion.
8 9	of 2011, Strikeforce was acquired by the UFC, correct?	8	S
			A. The current middleweight champion.
9	correct?	9	<ul><li>A. The current middleweight champion.</li><li>Q. At the UFC?</li></ul>
9 10	correct? A. Yes.	9 10	<ul><li>A. The current middleweight champion.</li><li>Q. At the UFC?</li><li>A. At the UFC.</li><li>Q. And how about Tim Kennedy?</li></ul>
9 10 11	correct? A. Yes. Q. Do you recall how would you characterize	9 10 11	<ul><li>A. The current middleweight champion.</li><li>Q. At the UFC?</li><li>A. At the UFC.</li></ul>
9 10 11 12	correct? A. Yes. Q. Do you recall how would you characterize the quality of fighters that the UFC acquired from	9 10 11 12	<ul> <li>A. The current middleweight champion.</li> <li>Q. At the UFC?</li> <li>A. At the UFC.</li> <li>Q. And how about Tim Kennedy?</li> <li>A. Yes, Tim Kennedy, another contender.</li> </ul>
9 10 11 12 13	correct? A. Yes. Q. Do you recall how would you characterize the quality of fighters that the UFC acquired from Strikeforce?	9 10 11 12 13	<ul> <li>A. The current middleweight champion.</li> <li>Q. At the UFC?</li> <li>A. At the UFC.</li> <li>Q. And how about Tim Kennedy?</li> <li>A. Yes, Tim Kennedy, another contender.</li> <li>Q. And how about Yoel Romero?</li> </ul>
9 10 11 12 13 14	correct?  A. Yes.  Q. Do you recall how would you characterize the quality of fighters that the UFC acquired from Strikeforce?  A. Substantial.	9 10 11 12 13 14	<ul> <li>A. The current middleweight champion.</li> <li>Q. At the UFC?</li> <li>A. At the UFC.</li> <li>Q. And how about Tim Kennedy?</li> <li>A. Yes, Tim Kennedy, another contender.</li> <li>Q. And how about Yoel Romero?</li> <li>A. Yoel Romero, that's the Cuban gentleman I</li> </ul>
9 10 11 12 13 14	correct?  A. Yes.  Q. Do you recall how would you characterize the quality of fighters that the UFC acquired from Strikeforce?  A. Substantial.  Q. And do you recall or, withdraw that.	9 10 11 12 13 14	A. The current middleweight champion.  Q. At the UFC? A. At the UFC. Q. And how about Tim Kennedy? A. Yes, Tim Kennedy, another contender. Q. And how about Yoel Romero? A. Yoel Romero, that's the Cuban gentleman I was referring to.
9 10 11 12 13 14 15	correct?  A. Yes.  Q. Do you recall how would you characterize the quality of fighters that the UFC acquired from Strikeforce?  A. Substantial.  Q. And do you recall or, withdraw that.  Do you know if some of the fighters that	9 10 11 12 13 14 15 16	<ul> <li>A. The current middleweight champion.</li> <li>Q. At the UFC?</li> <li>A. At the UFC.</li> <li>Q. And how about Tim Kennedy?</li> <li>A. Yes, Tim Kennedy, another contender.</li> <li>Q. And how about Yoel Romero?</li> <li>A. Yoel Romero, that's the Cuban gentleman I was referring to.</li> <li>Q. It's your understanding he went on to be a</li> </ul>
9 10 11 12 13 14 15 16	correct? A. Yes. Q. Do you recall how would you characterize the quality of fighters that the UFC acquired from Strikeforce? A. Substantial. Q. And do you recall or, withdraw that. Do you know if some of the fighters that the UFC acquired from Strikeforce went on to become	9 10 11 12 13 14 15 16	A. The current middleweight champion.  Q. At the UFC? A. At the UFC. Q. And how about Tim Kennedy? A. Yes, Tim Kennedy, another contender. Q. And how about Yoel Romero? A. Yoel Romero, that's the Cuban gentleman I was referring to. Q. It's your understanding he went on to be a contender for the championship of UFC?
9 10 11 12 13 14 15 16 17	correct?  A. Yes.  Q. Do you recall how would you characterize the quality of fighters that the UFC acquired from Strikeforce?  A. Substantial.  Q. And do you recall or, withdraw that.  Do you know if some of the fighters that the UFC acquired from Strikeforce went on to become champions at the UFC?	9 10 11 12 13 14 15 16 17	A. The current middleweight champion.  Q. At the UFC? A. At the UFC. Q. And how about Tim Kennedy? A. Yes, Tim Kennedy, another contender. Q. And how about Yoel Romero? A. Yoel Romero, that's the Cuban gentleman I was referring to. Q. It's your understanding he went on to be a contender for the championship of UFC? A. Yes.
9 10 11 12 13 14 15 16 17 18	correct?  A. Yes.  Q. Do you recall how would you characterize the quality of fighters that the UFC acquired from Strikeforce?  A. Substantial.  Q. And do you recall or, withdraw that.  Do you know if some of the fighters that the UFC acquired from Strikeforce went on to become champions at the UFC?  A. Yes.	9 10 11 12 13 14 15 16 17 18	A. The current middleweight champion.  Q. At the UFC? A. At the UFC. Q. And how about Tim Kennedy? A. Yes, Tim Kennedy, another contender. Q. And how about Yoel Romero? A. Yoel Romero, that's the Cuban gentleman I was referring to. Q. It's your understanding he went on to be a contender for the championship of UFC? A. Yes. Q. And was acquired by the UFC from
9 10 11 12 13 14 15 16 17 18 19 20	correct?  A. Yes.  Q. Do you recall how would you characterize the quality of fighters that the UFC acquired from Strikeforce?  A. Substantial.  Q. And do you recall or, withdraw that.  Do you know if some of the fighters that the UFC acquired from Strikeforce went on to become champions at the UFC?  A. Yes.  Q. And who are you thinking of?	9 10 11 12 13 14 15 16 17 18 19 20	A. The current middleweight champion.  Q. At the UFC? A. At the UFC. Q. And how about Tim Kennedy? A. Yes, Tim Kennedy, another contender. Q. And how about Yoel Romero? A. Yoel Romero, that's the Cuban gentleman I was referring to. Q. It's your understanding he went on to be a contender for the championship of UFC? A. Yes. Q. And was acquired by the UFC from Strikeforce?
9 10 11 12 13 14 15 16 17 18 19 20 21	correct?  A. Yes.  Q. Do you recall how would you characterize the quality of fighters that the UFC acquired from Strikeforce?  A. Substantial.  Q. And do you recall or, withdraw that.  Do you know if some of the fighters that the UFC acquired from Strikeforce went on to become champions at the UFC?  A. Yes.  Q. And who are you thinking of?  A. Luke Rockhold, Ty Woodley.  Q. Any others that you can think of?  A. Robbie Lawler, Ronda Rousey, Nick Diaz.	9 10 11 12 13 14 15 16 17 18 19 20 21	A. The current middleweight champion.  Q. At the UFC? A. At the UFC. Q. And how about Tim Kennedy? A. Yes, Tim Kennedy, another contender. Q. And how about Yoel Romero? A. Yoel Romero, that's the Cuban gentleman I was referring to. Q. It's your understanding he went on to be a contender for the championship of UFC? A. Yes. Q. And was acquired by the UFC from Strikeforce? A. Yes.
9 10 11 12 13 14 15 16 17 18 19 20 21 22	correct?  A. Yes.  Q. Do you recall how would you characterize the quality of fighters that the UFC acquired from Strikeforce?  A. Substantial.  Q. And do you recall or, withdraw that.  Do you know if some of the fighters that the UFC acquired from Strikeforce went on to become champions at the UFC?  A. Yes.  Q. And who are you thinking of?  A. Luke Rockhold, Ty Woodley.  Q. Any others that you can think of?	9 10 11 12 13 14 15 16 17 18 19 20 21 22	A. The current middleweight champion.  Q. At the UFC? A. At the UFC. Q. And how about Tim Kennedy? A. Yes, Tim Kennedy, another contender. Q. And how about Yoel Romero? A. Yoel Romero, that's the Cuban gentleman I was referring to. Q. It's your understanding he went on to be a contender for the championship of UFC? A. Yes. Q. And was acquired by the UFC from Strikeforce? A. Yes. Q. And how about Paul Daley?

34 (Pages 130 to 133)



35 (Pages 134 to 137)

	138		140
1	SCOTT COKER - HIGHLY CONFIDENTIAL	1	SCOTT COKER - HIGHLY CONFIDENTIAL
2	BY MR. DELL'ANGELO:	2	you know, like it would unify some of these fighters
3	Q. To be clear, why were they not happy?	3	into having, you know, who is really king of the
4	A. Because the sale of Strikeforce impacted	4	hill, so to speak, or who is the best fighter.
5	their fighters' income.	5	But I think that we had built our own
6	Q. In a negative way or a positive way?	6	audience, and Pride had built their own audience.
7	A. In a negative way.	7	All these companies had built their own audiences.
8	Q. I'd like to play another short video clip	8	And for some reason, it just didn't
9	for you.	9	resonate, and I think that the industry at that time
10	A. Okay.	10	just kind of had a lull in it, you know, and I think
11	Q. This is taken from a June 18th, 2015	11	people were, you know, disappointed that we had sold
12	interview with MMA Fighting on ESPN, also available	12	and disappointed that Pride had sold because they
13	on YouTube. I believe it was done in St. Louis,	13	were fans of Pride, they were fans of Strikeforce.
14	Missouri.	14	And maybe not necessarily a fan of the UFC.
15	I'm going to mark this as Exhibit 10.	15	You could obviously be a fan of all three.
16	(Exhibit 10 was marked for	16	Like myself, I would watch all three.
17	identification by the reporter.)	17	But we had developed our own fan base to
18	MR. DELL'ANGELO: Would the videographer	18	the point where they were fans of our own company.
19	please play video No. 4.	19	And so, when we went to when these
20	(Video clip played.)	20	fighters went over to the UFC, I don't think some of
21	UNKNOWN SPEAKER: Sure, but you would agree	1	our fans went with them.
22	that things are different since the peak era of	22	And so, I think there was a lull, it was
23	Strikeforce?	23	kind of and I think it took about a year to get
24	MR. COKER: Well, I was just	24	out of that funk, you know, but I think the mixed
25	UNKNOWN SPEAKER: It's just got to be	25	martial arts industry was in a little bit of a funk
	139		141
1	SCOTT COKER - HIGHLY CONFIDENTIAL	1	SCOTT COKER - HIGHLY CONFIDENTIAL
2	it's a lot harder to	2	at that time, in 2012.
3	MR. COKER: I will tell you this. After I	3	Q. When you sold well, you and your
4	sold Strikeforce, I think the industry went like	4	partners sold Strikeforce to the UFC in March of
5	this.	5	2013, did you need to sell Strikeforce?
6	(End of video clip.)	6	A. No.
7	BY MR. DELL'ANGELO:	7	Q. Were there economic considerations with
8	Q. So Mr. Coker, is that you depicted in the	8	respect to the profitability of Strikeforce that
9	video?	9	necessitated a sale for some reason?
10	A. Yes.	10	A. No.
11	Q. And is that an accurate depiction of a	11	Q. So why did you make the decision to sell
12	comment that you made on or about June 18, 2015 to	12	Strikeforce?
13	MMA fighting?	13	A. Well and you'll see this in the
14	A. Yes.	14	interview, and they asked me: If you had to do
15	Q. Tell me if I'm characterizing this	15	things all over again, what would you do different?
16	incorrectly, but I think you're indicating the hand	16	And I said, well, I would have found a different
17	motion you made was in a downward direction; is that		partner, somebody that was in it for the long term
18	correct?	18	and all the right reasons.
19	A. Correct.	19	And my partners are high-tech investors
20	Q. What did you mean by what you were saying	20	that weren't necessarily emotionally attached to
21	as depicted in the video of Exhibit 10?	21	Strikeforce. They saw a quick return from '08, when
22	A. To me, it was a surprise because, you know,	22	they invested, to 2010 or '11. They saw a quick
23	one of the things that I had thought would happen in	23	return, and they didn't understand why I didn't get
24	selling the company was like our champions would	24	it. You know, they were like: What is wrong with
25	eventually fight their champions, and it would be,	25	you? And I'm like: No, I didn't want to sell it.
			, on. I ma I m mo. 110, I didn't Wall to Soll It.

36 (Pages 138 to 141)